

ORDER

Orders	Order / Rev:	1294507	
	Alt Order #:	08363240	
	Product Desc:	REED FOR CONGRESS	
	Estimate:	908914	
	Flight Dates:	09/08/16 - 09/14/16	Primary AE: Jim Quinn
	Original Date / Rev:	09/06/16 / 09/07/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Smart Media Group Inc/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1427 Leslie Avenue	Billing Cycle: WEEKLY
		Alexandria, VA 22301	Agency Commission: 15%

Advertiser	Name:	Reed, Tom / Republican / Congress	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-US House Representative	Advertiser External ID: 98895
	Priority:	P04-GB	Agency External ID: 7611AG
	Revenue Codes:	AGY, (Gen) General, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/05/16	09/11/16	18	\$8,705.00	\$7,399.25
09/12/16	09/18/16	9	\$5,015.00	\$4,262.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	27	\$13,720.00	\$11,662.00	0.00
Totals	27	\$13,720.00	\$11,662.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	55%	\$13,720.00
Market	100%	\$24,945.45

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	25%	\$6,236.36
WKBW	12%	\$2,993.45
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	8%	\$1,995.64

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	09/09/16	09/09/16	Fri Prime FRI 8-11P	CM	8p-11p (10:00 PM-11:00 PM)	----F--	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
NULL DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	----F--		1				\$850.00		0.00			
E 2	WGRZ	09/09/16	09/09/16		CM	1135p-1237a	----F--	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show Tonight Show NULL TONIGHT SHOW STARRIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	----F--			1		\$350.00	0.00					
E 3	WGRZ	09/09/16	09/09/16	EN (M-F) EN (M-F)	CM	5p-7p (5:00 PM-5:30 PM)	----F--	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWSFIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	----F--			1		\$630.00	0.00					
E 4	WGRZ	09/12/16	09/12/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWSFIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----			1		\$630.00	0.00					
E 5	WGRZ	09/12/16	09/12/16	Mon Prime Other Mon Prime Special	CM	8p-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$1,620.00	P04-C	0.00	NM	1	\$1,620.00
NULL AMERICAN NINJA WARRI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----			1		\$1,620.00	0.00					
E 6	WGRZ	09/12/16	09/12/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
NULL TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/12/16	09/18/16	M-----			1		\$160.00	0.00					
E 7	WGRZ	09/10/16	09/10/16	LN (M-Su) Late News	CM	11-1135PM-F&SU	-----S-	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
NULL CH 2 NEWS TONIGHT AT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-			1		\$505.00	0.00					
E 8	WGRZ	09/10/16	09/10/16	Saturday Night Live Saturday Night Live	CM	1130p-105a (11:30 PM-1:00 XM)	-----S-	:30	2	\$450.00	P04-C	0.00	NM	2	\$900.00
NULL SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-			2		\$450.00	0.00					
E 9	WGRZ	09/10/16	09/10/16	Local News @ 6p Sa Local News @ 6p Sa	CM	6-630p (6:00 PM-6:30 PM)	-----S-	:30	1	\$340.00	P04-C	0.00	NM	2	\$390.00
NULL CHANNEL 2 NEWS SATUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-			1		\$340.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WGRZ	09/05/16-09/11/16		Local News @ 6p Sa		6-630p	(6:00 PM-6:30 P-----Sa--	:30		(\$340.00)	0.00	NM			
See MG 9.2,9.3															
2	WGRZ	09/08/16-09/08/16		Local News @ 6a M-F		6-7a	---Th-----	:30		\$340.00	0.00	NM			
Ⓜ MG for 14.1,9.1 [mg1]															
3	WGRZ	09/08/16-09/08/16		Dateline 1130a-1230p		1130a-1230p	---Th-----	:30		\$50.00	0.00	NM			
Ⓜ MG for 14.1,9.1 [mg1]															
E 10	WGRZ	09/10/16	09/10/16	Local News @ 6a Sa Local News @ 6a Sa	CM	Sat Early Daybreak	-----S-	:30	2	\$200.00	P03-F	0.00	NM	2	\$400.00
NULL EARLY DAYBREAK SATUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-			2		\$200.00	0.00					
E 11	WGRZ	09/10/16	09/10/16	Today Show Sa NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$370.00	P02-F	0.00	NM	1	\$370.00
NULL SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/05/16	09/11/16	-----S-			1		\$370.00	0.00					
E 12	WGRZ	09/08/16	09/08/16	Local News @ 11a M-F Local News @ 11a M-F	CM	11-1130a	---T---	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NULL MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$130.00	0.00					
E 13	WGRZ	09/08/16	09/08/16	LN (M-Su) Late News	CM	11-1135PM-F&SU	---T---	:30	1	\$505.00	P03-F	0.00	NM	1	\$505.00
NULL CH 2 NEWS TONIGHT AT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$505.00	0.00					
E 14	WGRZ	09/08/16	09/08/16	FABLife 1130a-1230p FABLife	CM	1130a-1230p (11:30 AM-12:30 PM)	---T---	:30	1	\$50.00	P04-C	0.00	NM	0	\$0.00
NULL THE FAB LIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$50.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WGRZ	09/05/16-09/11/16		FABLife 1130a-1230p		1130a-1230p (11:30 AM-12:30 PM)	---Th---	:30		(\$50.00)	0.00	NM			
See MG 9.2,9.3															
E 15	WGRZ	09/08/16	09/08/16	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
NULL TONIGHT SHOW WITH JI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$350.00	0.00					
E 16	WGRZ	09/08/16	09/08/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CH2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$630.00	0.00					
E 17	WGRZ	09/08/16	09/08/16	Entertainment Tnt 7-730p Entertainment Tonight	CM	7-730p	---T---	:30	1	\$535.00	P02-F	0.00	NM	1	\$535.00
NULL ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$535.00	0.00					
E 18	WGRZ	09/08/16	09/08/16	NFL Kickoff Game NFL Kick-off Game	CM	NFL Kick-off Game (8:30 PM-11:45 PM)	---T---	:30	1	\$2,000.00	P04-C	0.00	NM	1	\$2,000.00
NULL NFL KICKOFF GAME 201															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$2,000.00	0.00					
E 19	WGRZ	09/08/16	09/08/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	---T---	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
NULL TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/05/16	09/11/16	---T---		1			\$160.00	0.00					
E 20	WGRZ	09/13/16	09/13/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWSFIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/12/16	09/18/16	-T-----		1			\$630.00	0.00					
E 21	WGRZ	09/13/16	09/13/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
NULL CHANNEL 2 NEWS AT 53															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/12/16	09/18/16	-T-----		1			\$630.00	0.00					
E 22	WGRZ	09/13/16	09/13/16	Today Show Today Show	CM	Today Show	-T-----	:30	1	\$395.00	P03-F	0.00	NM	1	\$395.00
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/12/16	09/18/16	-T-----		1			\$395.00	0.00					
E 23	WGRZ	09/13/16	09/13/16	Today Show 2 Today Show 2	CM	9-10a (9:00 AM-10:00 AM)	-T-----	:30	1	\$160.00	P04-C	0.00	NM	1	\$160.00
NULL TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 09/12/16	09/18/16	-T-----		1			\$160.00	0.00					

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGRZ Buffalo, NY

Date:

9-8-16

I, Smart Media Group,

being/on behalf of: Tom Reed for Congress,

a legally qualified candidate of the Republican

political party for the office of: Congress

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available): \$13,720 Gross

I represent that the payment for the above described broadcast time has been furnished by:

Tom Reed for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Marc Valerio

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/6/16

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Smart Media Group

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Smart Media Group

printed name

9/6/16

date